

# Advertising on Instagram

In this course, we will explain how advertising works on Instagram and how Facebook Ads Manager works. We will highlight the types of content you can use to advertise on Instagram and then demonstrate how to create, upload, and format ads. We will also demonstrate how to target specific audiences, implement a budget, and run scheduled campaigns. The course outline also covers analytics so you can discover how to adjust your advertising efforts based on performance information you find in analytics reports.

Topics include:

- Using Instagram for Business
- Creating an Instagram Business Profile
- Using Facebook Ads Manager
- Creating and Formatting Ads
- Content Specifications
- Creating a Campaign
- Targeting Ads
- Budgeting and Scheduling Campaigns



**Thursday, February 7, 2019**  
**Time: 6pm**



*Fee - \$69.00*

*In partnership with:*



Register at [www.nacc.nyc](http://www.nacc.nyc)  
or call 718-722-9217

**Location: 26 Court Street, Suite 701**  
**Brooklyn, NY 11201**